

Due Diligence Marketing Checklist

MULTIFAMILY MARKETING TOOLS

Collect existing:

- Logo files
- Any current marketing materials
- Floorplans/site plans or any needed documentation to create them
- Photos
- Virtual tours

Determine if you will need to rename the property

Determine if you will need a new logo

How many new signs will you need

- ____ Building signs
- ____ Entrance (Monument) signs
- ____ Wayfinding signs
- ____ Temporary signs ("Under New Management" or "Now Leasing")

Confirm they have control of and access to the:

- Facebook
- Google My Business

Request All Current Marketing Contracts (with ILS's for instance)



Pre-Closing Marketing Checklist

MULTIFAMILY MARKETING TOOLS

 **Build out your marketing budget**

 **Set everything up in your Property Management System**

 **Complete any of the following that is needed:**

- Naming - This will take around 1 - 2 weeks to complete
- Branding/Logo - This will take around 1 - 2 weeks to complete
- Brand Guide - This will take around 1 week to complete
- 3D Floorplans

 **Build the website - this should happen 1 - 4 weeks before closing**

- Migrate existing site content or build from scratch
- Google console setup
- Analytics setup

 **Order standard set of collateral materials for the property including**

- Business cards
- Floorplan sheets
- Siteplan
- Brochure
- Welcome homecards
- Welcome home folders
- Rackcard
- Info sheet/property flyer
- Email signatures
- Review cards - property branded

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Pre-Closing Marketing Checklist

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Order initial promo items that would be used at property launch

- Vertical Banners
- Wind Dancers
- Balloons
- Move-in gifts
- Staff Name Tags
- Doormats
- Koozies
- Keychains
- Corn Hole Boards
- Doggie Poop bags

Google My Business access transferred

Facebook account transferred

Schedule Photography If there are no Renovations

- Interiors
- Exteriors
- Matterports (Virtual Tours)

Execute any ILS contracts so they can launch on day of closing

- Apartments.com
- Zumper
- Apartmentlist.com

Ask current management to provide a CSV of any outstanding leads



Post-Closing Marketing Checklist

MULTIFAMILY MARKETING TOOLS

- GMB complete the transfer and update the profile**
- PPC Campaign setup and launch 3 month run**
- Schedule Social Media Management Training for the property staff**
- Followup with Any Leads and Prospects From The Previous Ownership**
- Outreach marketing**
 - City hall
 - Apartment Locators
 - Preferred Employers
- ILS updates**
 - Apartments.com
 - Zumper
 - Apartmentlist.com
- Schedule Photography If Renovations were needed**
 - Interiors
 - Exteriors
 - Matterports (Virtual Tours)



On-Going Marketing Checklist

MULTIFAMILY MARKETING TOOLS

 **Surveys after touring to find out why people are not leasing**

 **FB / Youtube / Instagram**

- Completed on the Property Level
- Managers follow the corporate guide on what is approved

 **Weekly Outreach to Preferred Employers**

- Tag them on social
- Leave collateral
- Cookies

 **Emails to Apartment Locators Located Near the Property**

- Locator commission rates
- Apartment Availability

 **Resident Retention**

- Build Community
- Resident Events

 **Ongoing printing/reprinting of materials and promotional items**

 **Review Management through GMB, FB, Yelp, etc.**

